

ISSE TO HOST LEGENDS & ICONS GALA 2010

Honoring Ann Mincey, Robert Cromeans, & The Doves
Saturday, January 30, 2010 | Hyatt Regency Hotel, Long Beach, California

Phoenix, AZ (September 17, 2009) – For the first time ever, the International Salon & Spa Expo (ISSE), in cooperation with the Professional Beauty Association (PBA), will host the National Cosmetology Association's (NCA) **Legends & Icons Charity Gala**, honoring industry leaders who have made an indelible mark on the direction of the professional beauty industry and the lives of countless salon professionals. ISSE will welcome this famed industry celebration on Saturday, January 30, 2010, 7:00pm to 10:00pm, at the Hyatt Regency Long Beach Hotel, just adjacent to the Long Beach Convention Center – the long-time venue of ISSE. Honorees for 2010 are *Ann Mincey (legend)*, *Robert Cromeans (icon)* and *Sonya and Christopher Dove (icons)*.

The **Legends & Icons Gala** will be an evening celebrating the creative and entrepreneurial spirit of the salon industry and the people who have helped it become what it is today. Co-Chaired by Mark Goodman, NCA President, and Bruce Selan, Vice President, Zotos International and Chair of the PBA Board of Directors, the evening will include a cocktail reception, dinner and dancing. The ticket price for PBA and NCA members is \$150; \$175 for non-members. Gala tickets can be purchased online when registering for ISSE or by contacting NCA at 800.468.2274 or www.ncacares.org.

The **Legends and Icons Gala** also serves to raise awareness and funds for NCA charitable programs. Proceeds from the event will benefit the NCA CARES Fund, an umbrella fundraising effort to benefit three important salon community outreach programs supported by the NCA membership and directly connected to the beauty profession. The charities include: *Look Good... Feel Better, CUT IT OUT! / Salons Against Domestic Abuse Fund*, and the *NCA Disaster Relief Fund*.

2010 Legends & Icons Honorees

ANN MINCEY – Legend



Ann Mincey recently celebrated her 35th year with REDKEN 5th Avenue NYC in 2009 and has stepped into a new role as Chief Spokesperson for the brand. As an integral part of the branding and management of REDKEN, Mincey brings a wealth of worldwide industry experience and is often credited as the 'face and voice' of REDKEN. Throughout her outstanding career, Mincey has developed and delivered inspiring messages of confidence, well-being and communication skills for salon professionals, distributors and clients throughout the world. Her honors, both within the industry and outside are countless.

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ISSE is produced by the Professional Beauty Association (PBA). PBA is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit probeauty.org or call 800.468.2274 (480.281.0424) to learn more.

Robert Cromeans – *Icon Award*



Hairdresser, salon owner, platform artist and industry legend, John Paul Mitchell's Global Artistic Director Robert Cromeans' charming wit, innovative artistry, and proven business strategies inspire hairdressers around the globe. Few have achieved Cromeans' international acclaim, and fewer still have worked so hard to share the keys to success with others. The charismatic Scotsman always wraps his message of artistic innovation and contagious entrepreneurship in a package of encouragement: "If I can do it, you can too."

Sonya & Christopher Dove – *Icon Award*



Long recognized as two of the industry's leading hairdressers, Sonya and Christopher Dove are two of the most sought-after hair experts in the professional beauty industry. Known as "The Doves," this dynamic hairdressing duo has been partners for 27 years and has steadily built an astonishing career. Natives of Great Britain, the Doves have created a solid reputation for modern and innovating hairdressing based on ever-changing fashion trends. The Doves continue to travel the globe educating, inspiring and motivating hairdressers on the latest styling concepts, cutting techniques and effective use and application of all Wella hair color, styling and care products.

Both PBA and NCA continue to work for the advancement of the industry. For additional information on the **Legends & Icons Charity Gala**, please visit www.ncacares.org. For additional information on ISSE, please visit www.probeauty.org/isse.

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